

**PRESS RELEASE**

**VIETNAM TOURISM IN 2011, THE FIRST 5 MONTHS IN 2012  
ACTING PLAN 2012, 2013 AND NATIONAL TOURISM YEAR 2013  
(In Thailand Travel Mart Plus 2012)**

**I. Vietnam Tourism in 2011 and first 5 months 2012**

Vietnam Tourism achieved a spectacular growth in 2011: The number of international tourist arrivals reached 6 million turns, increase 18% compared to that in 2010; domestic tourists recorded 30 million, 7% growth and tourism revenue was up to 35% over the last year, equal to VND 130,000 billion.

In the first 5 months of 2012 the Vietnam has received 2,945,998 international tourists, up 17.5% over the same period in 2011. With this result, tourism has completed more than 45% of the objectives set out in 2012 to receive 6.5 million international tourist. Over the same period in 2011, Russian market is the highest, increase is 56.3%; South Korea increased 45.3%; Taiwan up 27, 3%; Thailand up 25.6%; Malaysia 25.3%; Japan 23.6%; France 12.5%; China 10.3% and 3.5% American.

*- The Government issued the Strategy on tourism development in Vietnam until 2020, and 2030 vision*

The average growth rate 2011-2020: 11,5 -12%/year

By 2015, Vietnam will receive 7-7.5 millions international arrivals, 10-11 billions USD revenue, contribute 5.5 – 6% to GDP.

*- Regulation on value-added tax refund will come into effect by 1/7/2012:*

Apply for goods purchased by foreigners in Vietnam to carry through Noi Bai and Tan Son Nhat International Airport.

*- VNAT has program to build standard toilets in 50% tourist destinations in 2012 and in the whole country in 2014.*

*- From 2012 to 2015, Tourism Satellite Account will be applied, focusing on two main topics: Consumption of international tourists in Vietnam; Number of domestic tourists.*

*- Ha Long Bay was recognized as one of the seven World New Wonders of Nature by New7Wonders.*

*- Vietnam launched new Tourism logo and slogan:*

***New slogan:***

The word “Charm” has been attached to Vietnam Tourism for quite a long time which given a deep impression to public and tourists. “Charm” is an inheritance from the success of previous branding plan.

“Timeless” has a meaning of time and the diversity as well. Timeless because throughout the time, Vietnam is granted an everlasting beauty, the everlasting charm. Timeless because there are so many tourism types and products that can satisfy the variety of tourists’ demand and the tourists themselves need time to discover this “Charm”.

***New logo:***

Lotus (expected to be the national flower of Vietnam) symbolizes the noble beauty of Vietnam and the soul of Vietnamese people. The five petals of the lotus designed in five

different colors symbolize the charm and development of Viet Nam Tourism. Number 5, as the conception of the East, represents for a strong growth and vitality. The stylized lotus shows an active and charming image. Colors of lotus represent for the diversity of tourism products, fantastic experiences of tourists coming to Viet Nam: blue for marine tourism, green for eco and natural tourism, orange-yellow for cultural and historical tourism, violet for adventure tourism and pink for the hospitality and dynamic of Vietnamese people.

## **II. The Action Plan for 2012, 2013**

1. To implement Vietnam Tourism Development Strategy in the period 2011-2020 and Vision 2030.
2. To enhance destination management through controlling and revamping tourism services and environment.
3. To foster branding for Vietnam destination, conveying the message “Vietnam – Timeless Charm”.
4. Establish Vietnam tourist representative offices in Japan and Korea.

## **III. Highlights of Vietnam Tourism in 2012, 2013**

1. Vietnam National Tourism Year 2012 for the north central coastal region-Hue under the theme “Heritage Tourism”

Including a chain of tourism, culture and sports activities and events at provincial and national level which will be constantly held in 2012, mainly in Hue, north central coastal region and other provinces and cities of the country.

2. International Travel Exhibition ITE in Ho Chi Minh City 2012.

Ho Chi Minh City, Vietnam: The 8<sup>th</sup> edition of the International Travel Expo - the most established travel event in Vietnam – is set to cover 7,500 square metres of space at the Saigon Exhibition and Convention Centre in Ho Chi Minh City from 13 to 15 September, 2012. ITE HCMC 2012 expects to garner over 200 participating companies from more than 30 countries and anticipates 15,000 quality, international and regional visitors. The exhibition provides a unique platform to launch travel businesses in the Greater Mekong Sub-Region, for both inbound and outbound tourism. It also presents an excellent opportunity for travelers to enjoy the massive promotions and discounts extended especially for the event.

3. National Tourism Year 2013 - Red River Delta - HaiPhong

- Subject: Red River civilization

- Time: During 2013

- Location: In the cities/provinces in Red River Delta, especially in Haiphong City

- Opening ceremony: Evening 12 May, 2013 at Haiphong City

- Main events:

1. Exhibition of artistic photography of Mekong Subregion countries (Haiphong City, May, 2013);
2. Red River Delta Food fair festival (Haiphong City, June, 2013);
3. The Red River Delta 2013 non – professional artistry mass Festival (Haiphong City, August, 2013);
4. National traditional operetta festival 2013 (Haiphong City, August, 2013);...

**Vietnam National Administration of Tourism**

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